

Advertisement: Aviation Gin promotional video

Advertiser: Davos Brands

Complainant: Member of the public

Complaint Summary:



The complainant believes that the Aviation Gin “The Gift That Doesn’t Give Back” promotional video runs afoul of Responsible Content Provision No. 15.

Responsible Content Provision No. 15 provides that beverage alcohol advertising and marketing materials should not “depict situations where beverage alcohol is being consumed excessively or in an irresponsible manner.”

The complainant states that the promotional video “depicts a woman ‘chugging’ an alcoholic beverage, [as well as] excessive and irresponsible consumption.”

Code Review Board Decision: After careful consideration of the complaint and without any response from the advertiser, the Code Review Board found that the Aviation Gin promotional video depicted situations where alcohol was being consumed excessively and in an irresponsible manner in violation of Responsible Content Provision No. 15.

Action by Advertiser: No response from the advertiser.

Status: The Board continues to urge the advertiser in the strongest possible terms to remove this promotional video.